



**REQUEST FOR QUALIFICATIONS
FOR
DESERT DISCOVERY CENTER
AT THE GATEWAY TO THE
MCDOWELL SONORAN PRESERVE
SCOTTSDALE, ARIZONA**

***NOT AN ARIZONA REVISED STATUTES, TITLE 34
SOLICITATION***

REQUEST FOR QUALIFICATIONS FOR

DESERT DISCOVERY CENTER

McDOWELL SONORAN PRESERVE

I. OVERVIEW OF PROJECT

The City of Scottsdale ("City") issues this Request for Qualifications (the "RFQ") seeking a not-for-profit organization [501(c) (3)] ("Vendor") who has demonstrated fund raising capabilities and professional expertise in environmental education, non-profit management, construction and display of exhibits, museum programming, launching and marketing of facilities like the Desert Discovery Center (DDC), and the proven management skills to operate, manage and maintain the DDC once constructed. It is the desire of the City that the selected Vendor become the impresario for the creation of a world-class nature center offering a high quality, 5-star experience introducing residents and tourists alike to the Sonoran Desert, the world's richest, most amazingly beautiful desert. This introduction to the Sonoran Desert will be through the McDowell Sonoran Preserve, located at the far northeastern edge of the City of Scottsdale, Maricopa County, Arizona.

The McDowell Sonoran Preserve anticipates ultimately protecting some 34,000 acres of largely undeveloped desert land. It includes 21,400 acres that is now owned or protected by the City of Scottsdale. The City hopes and plans to acquire the remaining acreage completing the preserve.

The mission statement for the Desert Discovery Center is:

"The Desert Discovery Center is a magical place providing a culture of educational wonder, and recreational insights, inspiring both residents and visitors to understand, appreciate, sustain and return to the McDowell Sonoran Preserve and the world's richest, most amazing desert, which is its home."

The Desert Discovery Center is to be located on approximately 20 acres of land at the northwest edge of the existing Gateway trailhead to the McDowell Sonoran Preserve, just ½ mile north of Bell Road off the Thompson Peak Parkway at 18333 N. Thompson Peak Road, Scottsdale, Arizona 85255. The DDC is to act as a base camp for understanding and exploring the Preserve.

The conceptual architectural design for the DDC features a series of linked desert pavilions that will be compatible with the desert environment using natural materials and desert landscaping. The buildings will be highly adaptive for indoor/outdoor use throughout the year. Ancillary facilities include a small educational amphitheatre, a multi-media theatre, a restaurant and a gift shop. The main interpretative theme is "adaptation" of animals, plant life and humans within the Sonoran Desert. This theme will be experienced by visitors through interactive exhibits, multi-media presentations, outdoor amphitheatre classes and guest expert presentations.

The City is seeking qualified vendors to present their Statement of Qualifications for fundraising, operation and maintenance of the Desert Discovery Center. This solicitation is a 2-step process

with the City first issuing a Request for Qualifications and then after selection of the preferred Statement of Qualifications, a Request for Proposal process that will select the Vendor with whom the City will seek to contract. The SOQ's will be reviewed by a selection committee and Vendors selected for the short list in accordance with the procedures outlined in Section V, Process.

Statement of Qualifications Deadline: Statements of Qualifications must be delivered to City no later than 10:00 a.m. on November 28, 2012.

Contacts: SOQ's should be addressed and delivered to City at:

Kroy Ekblaw
Preserve Director
7447 E. Indian School Road
Scottsdale, Arizona 85251
(480) 312-7064
Kekblaw@scottsdaleaz.gov

All other contacts and inquiries concerning this RFQ should be addressed in writing to the same address.

II. NATURE OF THE PROJECT

The conceptual architectural design for the DDC features a series of linked desert pavilions that will be compatible with the desert environment using natural materials and desert landscaping. The buildings will be highly adaptive for indoor/outdoor use throughout the year. Ancillary facilities include a small educational amphitheatre, a multi-media theatre, a restaurant and a gift shop. The main interpretative theme is "adaptation" of animals, plant life and humans within the Sonoran Desert. This theme will be experienced by visitors through interactive exhibits, multi-media presentations, small outdoor educational amphitheatre events and guest expert presentations.

The Desert Discovery Center Feasibility Study, Phase II was completed in September, 2010 by Swaback Partners, PLLC. (The link to the Phase II Study is on the city's website at <http://www.scottsdaleaz.gov/preserve/DDC>) The City has preliminary designs for the DDC and the City will contract out the final design and construction of the DDC Project. The selected Vendor will be responsible for fundraising of sums over and above that to be contributed by the City for the design and construction of the DDC Project, and for operating, managing and maintaining the DDC. The DDC's operation and management will need to be self-supporting through admissions, concessions and fundraising.

The City will provide the land for the DDC Project at no charge and may provide some capital funding in a final amount yet to be determined. The preliminary design calls for the pavilions to have a net square footage of 61,000 square feet with back of house at 3,000 square feet. It is estimated that the actual construction of the DDC will cost \$45,000,000, with an additional sum needed for permitting, design, exhibits, furnishings, start up costs and a beginning operations reserve for a total estimated budget of approximately \$74,000,000.

The DDC Project must comply with all applicable zoning ordinances, rules and regulations and the Vendor must recognize the Project's relationship with the City's McDowell Sonoran Preserve.

III. DESCRIPTION OF PROJECT SITE AND ENVIRONS

- 3** Description of Project Site and Environs. The Desert Discovery Center is to be located on approximately 20 acres of land at the northwest edge of the existing Gateway trailhead to the McDowell Sonoran Preserve, ½ mile north of Bell Road off the Thompson Peak Parkway. Views from the site are impressive in all directions. Standing on the proposed site, a 180-degree ridgeline panorama extends from the southwest to the northwest. This view opens up the valley floor with vistas of many of the Valley's signature peaks such as Camelback, Mummy and North Mountains. Immediately to the north are Tom's Thumb, Lookout Peak, Drinkwater Peak and McDowell Peak.

- 3.1** Arizona Market. The Project site is located within Maricopa County, State of Arizona, which is one of the fastest growing states in the country, populated by a vibrant workforce attracted to quality jobs and quality of life. The 2010 census reported the state's population is 6.4 million people with a median age of 35.9 years old. More information can be found at www.azcommerce.com, www.azcommerce.com/facts-and-figures/az-at-a-glance.aspx

- 3.1.1 The Arizona Office of Tourism's core brand promise for Arizona states: **Inspiring Unforgettable Southwest Moments.** More information can be found at www.azot.gov, www.arizonaquide.com

- 3.1.2 The Arizona Commission on the Arts is an agency of the State of Arizona that provides grants, programs, services and leadership in support of arts and arts education programs. In partnership with arts organizations, schools, festivals and individual artists, the organization endeavors to celebrate Arizona's diverse communities and rich cultural traditions, inspire creativity, grow local economies and enhance quality of life for all Arizonans. More information can be found at www.azarts.gov

- 3.2** Regional Market. The project site is located within the City of Scottsdale, Maricopa County, which is an epicenter of sunshine. The City is seeking to build a world class nature center offering a high quality, 5-star experience for the guests.

- 3.2.1 The Greater Phoenix area enjoys an average of 321 days of sunshine each year and a high quality of life and low cost of living and offers an ideal location for global business. More information can be found at www.gpec.org

- 3.2.2 Additional information about Maricopa County is available at www.maricopa.gov

- 3.3** Scottsdale Market. The DDC site is located on the northeastern edge of the City of Scottsdale which is a vibrant city known as "The West's Most Western Town" and a world-class tourist destination. Shopping, dining, art and special events at venues like WestWorld, Downtown Scottsdale and the Tournament Players Club make Scottsdale a great place to live and visit.

- 3.3.1 The Scottsdale Convention and Visitors Bureau's website states: "In the heart of the Sonoran Desert, Scottsdale welcomes you with the energy of a sophisticated city on the move, the charm and hospitality of days gone by, and a breathtaking landscape that will inspire you to vacation-induced bliss. By day, our sunny skies and lush desert setting create an ideal backdrop for outdoor adventures, championship golf, relaxing spa treatments and upscale Shopping. By night, acclaimed chefs, ArtWalks and dozens of wine bars, lounges and performing arts venues await, and, throughout your stay, our resorts and hotels will pamper you with plush accommodations and the exceptional customer service for which Scottsdale is so well known." More information can be found at www.scottsdalecvb.com and at www.scottsdaleaz.gov/EV/tourism.
- 3.3.2 WestWorld is Scottsdale's world-class equestrian and event venue. More information about WestWorld can be found at www.scottsdaleaz.gov/WestWorld.
- 3.3.3 Scottsdale's Tournament Players Club PGA Waste Management Phoenix Open golf tournament has the highest attendance of any tournament in the world and is a fan-favorite. TPC Scottsdale is a masterful blend of challenge and playability - compelling the sport's top players and recreational golfers alike. More information about Scottsdale's Tournament Players Club can be found at www.tpc.com/tpc-scottsdale

IV. CITY GOALS

- 4 City Goals. City's purpose in going through this RFQ/RFP solicitation is to contract with a 501(c) (3) organization which has the skill, experience and market connections to raise the necessary funds, over and above the City's contribution, to help fund the design and construction of the Desert Discovery Center and fund its operation and maintenance on a long-term basis. No residential, multifamily or for-profit commercial development will be permitted as a part of this Project other than as may be directly related to providing financial support to the DDC through food service and gift shop concessions.

Statements of Qualifications ("SOQ's") will be reviewed with the following goals as a guideline. Conformance to these goals will be of importance when selecting the finalists for the interviews:

- 4.1 Project Promotion. The selected Vendor will be expected to take an active role in promoting and developing support for the DDC. This includes both potential donors and affiliations, Preserve users and the general public. The Vendor's submittal shall include a Promotion Action Plan that describes specific tasks, responsibilities and milestones to accomplish.
- 4.2 Project Features. It is the desire of the City that the DDC becomes a world class exhibit/educational center offering a high quality, 5-star experience to guests. It will include exhibition pavilions, a small educational amphitheatre, a multi-media theatre, a restaurant and a gift shop. Features of the DDC should:
- 4.2.1 Showcase the Sonoran Desert and why it matters to a global audience.

- A. Respond to visitors seeking to "Experience the Sonoran Desert".
 - 1) Present the stories and history of the Sonoran Desert and the City of Scottsdale.
 - 2) Unmask the myths and realities of the Sonoran Desert.
 - 3) Present exciting encounters with the authentic Sonoran Desert.
- B. Present exhibitions of the Sonoran Desert using artifacts, multi-media, interactive exhibits, photography, memorabilia, and publications.
- C. Provide educational programs for school children that relate directly to the K-12 education Standards of Arizona Department of Education and additional programs for all age-groups presenting an array of experience-based opportunities.
- D. Use a rich palette of exhibition practices drawn from theater, entertainment, new technologies, storytelling and media.
- E. Be a welcoming, hospitable place for visitors.
- F. Be a cultural center in Scottsdale and the local community.
- G. Provide group meetings and convention services.

4.3 Financial Goals. Financial goals for the Project include:

- 4.3.1 Subject to voter approval, the City is considering a contribution of approximately \$50,000,000 to the Project from the sale of bonds in late 2013. Project design is expected to be completed in 2014 with construction beginning in early 2015.
- 4.3.2 The Vendor will be expected to raise an additional \$25,000,000 toward the cost of furnishing, creation of exhibits, start up costs and reserves.
- 4.3.3 It is expected that the successful Vendor will need to raise approximately \$2,000,000 to \$5,000,000 during the first 6 months of the Project to cover initial staffing, start up and design costs.
- 4.3.4 Once the DDC is completed, it is anticipated that the Vendor will need to raise an annual operating/maintenance budget of \$5,000,000 to \$7,500,000.

4.4 Vendor Qualification Goals. City's goal is to enter into a Contract with an experienced and qualified Vendor. The Vendor will be evaluated based on the criteria listed in the Competitive Factors, Section VI of this RFQ.

4.5 Percent for Arts. The City has a public art requirement equal to 1% of the building valuation.

4.6 The Vendor's Statement of Qualifications should:

- Inform the City of the Vendor's organizational structure and business philosophy as a 501(c) (3) non-profit organization;
- Identify existing or planned team members that the Vendor would propose to assign to this Project, their education, experience and the role each member would play;
- Provide sufficient detail to enable the City to get a clear understanding of the Vendors operation and management philosophy, style and experience for this type of project;
- Identify any prior projects that the Vendor has successfully operated and managed that are similar to the DDC or describe how you believe you could successfully operate and manage the DDC;
- Describe how the Vendor will provide leadership in the programming of the pavilions and exhibits;
- Provide information on the Vendor's interest in and knowledge of the Sonoran Desert and the City of Scottsdale and its tourism industry;
- Outline how the Vendor will recognize the Project's relationship with the McDowell Sonoran Preserve, and work in collaboration and cooperation with the City, the Scottsdale Convention & Visitors Bureau, the Chamber of Commerce and other Valley cultural and tourism organizations to promote the DDC;
- Identify the Vendor's proposed strategy for phasing the project from start-up to operation of the facility.

V. PROCESS

5 Process. This RFQ will be conducted in the following manner:

5.1 Timeline schedule:

- 5.1.1 Distribution/posting of RFQ, September 20, 2012.
- 5.1.2 Pre-submittal and site visit, October 10, 2012.
- 5.1.3 Deadline for Vendor questions October 17, 2012.
- 5.1.4 Deadline for City to respond to questions, October 24, 2012.
- 5.1.5 Distribution/posting of addendums or other City response to Vendors' questions (if any) October 31, 2012.
- 5.1.6 Deadline for submission of Statements of Qualifications, November 28, 2012 at 10:00 a.m.
- 5.1.7 Opening Statements of Qualifications at 10:01 a.m. on November 28, 2012.

- 5.1.8 Selection panel meets beginning on December 7, 2012 and will conduct Vendor interviews and will select not more than 5 Statements of Qualifications to place on a short list.
- 5.1.9 The Vendors selected for the short list will be provided with a Request for Proposals. The deadline for submission of Proposals, the Opening of Proposals and their review and selection will be as provided in the Request for Proposals.
- 5.1.10 After selection of the Vendors' Proposals to be placed on the short list, the City will begin negotiations for a Contract with the Vendor ranked Number 1 on the short list. If the City is unable to negotiate successfully with the Vendor ranked Number 1, the City will proceed to negotiate with the Vendor ranked Number 2 and so on down the short list until the City is able to negotiate a Contract it believes is most advantageous to the City. Upon successful negotiations of a Contract, the Contract will be taken to the City Council for approval. The City reserves the right to reject any and all Proposals or to withdraw this RFQ or the RFP at any time if it is determined rejection or withdrawal is most advantageous to the City.

5.2 SOQ Pre-submittal Meeting. A pre-submittal meeting will be held on October 10, 2012 for any Vendor contemplating the submittal of an SOQ. Unless otherwise specified by City in writing, any pre-submittal meeting will be conducted as follows:

- 5.2.1 All Vendors are required to attend the scheduled pre-submittal meeting.
- 5.2.2 The meeting will begin at 10 a.m.
- 5.2.3 The meeting location is in the conference room at the Gateway to the McDowell Sonoran Preserve, 18333 N. Thompson Peak Road, Scottsdale, Arizona 85255.

5.3 Submittal Questions. The timeline calls for potential Vendors to ask any questions regarding the requirements of this RFQ as follows:

- 5.3.1 Vendor questions must be in writing and submitted to Kroy Ekblaw not later than October 17, 2012.
- 5.3.2 Vendor questions will only be made public at the time of the City's response to Vendor questions, if the City elects to answer the question.
- 5.3.3 Vendors may ask questions on any aspect of this RFQ.
- 5.3.4 Vendor questions should be submitted in the following format:
 - A. The name of the Vendor.
 - B. The date.
 - C. If possible, a succinct, numbered question related to a specific section in the RFQ or a question related to a point of concern in the RFQ. Vendors should confine their questions to a numbered list of specific RFQ numbered

paragraphs or points of concern.

5.3.5 Vendors should not prepare proposed legal documents.

- 5.4 Statement of Qualification Signing and Delivery.** The deadline for submittal of SOQ's is November 28, 2012 at 10:00 a.m. All SOQ's must contain the SOQ signature page included herein and the notarized SOQ Affidavit. The SOQ documents must be submitted with an original blue ink signature by the person authorized to sign the SOQ. Erasures, interlineations or other modifications in the SOQ must be initialed in original blue ink by the authorized person signing the SOQ.

Statements of Qualifications must be hand delivered or sent by US Mail or commercial courier. Telephone, email or facsimile Statements will not be accepted. Late Statements will not be accepted. Statements delivered by mail or courier may be delayed in City's mail screening process. Vendors using these methods should allow several extra days leeway to ensure that their SOQ's arrive at the stated address before the deadline. City will not be responsible for premature opening of a SOQ that is not properly addressed and identified.

- 5.5 Copies.** Submit 9 copies of your SOQ in a sealed package marked "Desert Discovery Center RFQ".

- 5.6 Opening and Disclosure of Statements of Qualifications.** Immediately after the submittal deadline, City will open the SOQ's and announce the names of the Vendors submitting SOQ's. SOQ's submitted will not be considered confidential and no information contained therein will be treated by City as confidential, proprietary, or trade secret information. However, no information will be released at the time of SOQ opening other than the name identifying the Vendor submitting the SOQ. No SOQ's will be released to the public until after a selection has been made, a contract has been negotiated and contract approval has been given by the City Council. No additional information may be submitted as a part of a Vendor's submittal after the Opening Date unless the City provides an addendum to the RFQ allowing all Vendors to supplement their submission.

- 5.7 Statement Consideration.** Statements of Qualifications will be considered and processed in the following manner:

- 5.7.1 A selection panel consisting of City staff and/or external experts will review the SOQ's and conduct interviews with the Vendors submitting SOQ's. The selection and evaluation process will be managed by the Community Services and Capital Project Management departments. Other City staff, private consultants, citizen board members, and other resources may be invited to participate in evaluating the SOQ's. Names of those on the selection panel will be kept confidential by the City.
- 5.7.2 After the interviews, the selection panel may select not more than 5 SOQ's and shall place these top Vendors on a short list.
- 5.7.3 The City reserves the right to condition the recommendation of any Vendor's SOQ upon any of the following:

- A. For purposes of clarification or explanation, the Vendor's submission of additional and revised information and materials, whether or not specified in this RFQ.
 - B. The Vendor's will be requested to participate in oral interviews and make presentations of their SOQ's.
- 5.7.4 The Vendors on the short list will be issued a Request for Proposals for the DDC Project. The Proposals will be reviewed and Vendors will be interviewed. After the interviews, a short list of Proposals will be created ranking them from 1 to 3. The City will then begin negotiations for a contract with the Vendor ranked Number 1 on the short list. If the City is unable to negotiate successfully with the Vendor ranked Number 1, the City will proceed to negotiate with the Vendor ranked Number 2 and so on down the short list until the City is able to negotiate a Contract it believes is most advantageous to the City. If the City is unable to negotiate an acceptable Contract with any of the ranked Vendors, the City may reject all submittals and either begin a new RFQ/RFP process or end the process.
- 5.7.5 The Vendor and the City Attorney's Office will finalize the Contract implementing the preferred Proposal, for presentation to the City Council.
- 5.7.6 The preferred Vendor will execute the Contract.
- 5.7.7 City staff will make a recommendation to the City Council.
- 5.7.8 The City Council will decide whether to award the Contract. Only the City Council has authority to make the final selection and award a Contract.
- 5.8 Vendor Contract Effectiveness.** City is free to withdraw or modify this RFQ at any time. Vendors proceed at their own risk as to any expenditures, commitments, forbearances, or other actions in anticipation of a possible contract with City. City will not be bound by any contract or any other duty relating to this RFQ/RFP or any SOQ/Proposal unless and until a final written contract is executed and delivered to the Vendor by City's agent pursuant to a specific resolution formally approved by the City Council. All SOQ's submitted remain in effect as irrevocable offers to the City for a period of 150 days after the submission deadline. SOQ's may remain as binding offers beyond that time with the Vendor's consent. All materials and documents submitted by the Vendor in response to this RFQ will become City's property and will not be returned.
- 5.9 Withdrawing or Modifying a Statement of Qualification.** At any time before the deadline for submitting SOQ's, a Vendor may modify or withdraw its SOQ. Any SOQ modification or withdrawal must be in writing, executed by the Vendor, and submitted before the submission deadline.
- 5.10 Disqualification.** City reserves the right to disqualify a Vendor. Disqualification is at the City's sole discretion. The following are grounds for disqualification:
 - 5.10.1 Any real or apparent conflict of interest whether disclosed by the SOQ submitted or any other data available to City, or otherwise.

5.10.2 Failure to comply with this RFQ.

5.10.3 The Vendor's record of non-performance of its obligations to City or any third party.

5.10.4 Any person who submits a Statement of Qualifications for this RFQ, either individually, through an agent, or as a representative of a partnership, corporation, limited liability company or any other form of legal entity, and contacts in any manner, a member of the Scottsdale City Council, the City's officers, directors or employees for the purpose of lobbying, influencing or procuring the selection of their SOQ for this DDC Project.

5.11 Addenda and Other Changes to this RFQ. This RFQ may be changed only as follows:

5.11.1 City reserves the right to amend, modify or cancel this RFQ without incurring any contractual or other obligations.

5.11.2 A formal written addendum is the only official method of modifying this RFQ. Each addendum is a part of this RFQ as if the addendum were set out here in its entirety.

5.11.3 City shall not be responsible for oral, written or other informal interpretation, clarification or additional information given by any elected or appointed official or any employee.

5.11.4 City expressly reserves the right to:

A. Waive any defect or informality in any RFQ procedure or SOQ.

B. Reject any or all SOQs.

C. Issue a new RFQ.

D. Procure or dispose of any property or services or other aspect of the Project by any other means.

5.12 Governing Law. Any and all disputes arising under this RFQ or out of any SOQ shall be governed according to the laws of the State of Arizona. The venue for any such action shall be in Maricopa County, Arizona.

5.13 Information from City and Others. While City has attempted to supply correct information in this RFQ, all information herein and all information City may have previously provided or may yet provide is provided entirely without warranty. All Vendors should conduct their own investigation of the Project and all other relevant information and independently confirm for themselves any information provided by City. City is not responsible for any information Vendors may obtain from third parties, including without limitation, information from any source mentioned in this RFQ. City does not warrant that any information City or others may provide is accurate or complete. City also strongly recommends that Vendors retain and seek advice from

competent professional planners, engineers, attorneys and other advisors regarding this RFQ.

5.14 Indemnity. Each Vendor shall hold harmless and indemnify City, its officers, employees, agents, and representatives against all losses, claims, actions, judgments, and all liability for injury to persons, including wrongful death, damage to property, or both occurring, related to, during, or in consequence of this RFQ. Vendor hereby releases and shall have no rights, claims or remedies against City's officers, employees, agents or other representatives in connection with this RFQ or the Contract.

5.15 Waiver of Objections. Vendors interested in this RFQ waive objections as follows:

5.15.1 By submitting an SOQ, Vendor agrees to be bound by this RFQ and waives objections to the RFQ.

5.15.2 Any objections after SOQ submittal must be made within 10 days after the Vendor, exercising reasonable diligence, knew or should have known of facts and circumstances upon which his objection is based. Failure to object within this 10 day period shall forever preclude the objection. No objections to facts or circumstances related to the process after SOQ submittal can be made after City Council award of a Contract.

5.15.3 Objections must be properly described and delivered to City at the address for submitting SOQ's. An additional copy must be simultaneously delivered to the City Attorney's Office, 3939 N. Drinkwater Boulevard, Scottsdale, AZ 85251. Objections must be marked "DDC RFQ Objections". If a hearing is necessary, it will be conducted in accordance with Section 2-212 of the City's Procurement Code.

5.16 Anti-subsidy Determination. At the time of Contract negotiations, the City must assure that the transaction is in compliance with the anti-subsidy provisions of Article 1, Section 3(O) of the Scottsdale City Charter.

5.17 No Preferential Treatment or Discrimination. In accordance with the provisions of Article II, Section 36 of the Arizona Constitution, the City will not grant preferential treatment to or discriminate against any individual or group on the basis of race, sex, color, ethnicity or national origin.

5.18 Immigration Law Compliance. By the submittal of its Statement of Qualifications, the Vendor certifies and warrants that for all solicitations for services it has complied with the E-Verify Program as required by A.R.S. §23-214(A) or will have complied with the requirements of the E-Verify Program before selection on the short list for the Request for Proposals. Failure to comply with the E-Verify Program may result in the automatic disqualification of the Statement of Qualifications or Proposals as being non-responsive.

The City will include specific "Compliance with Federal and Arizona State Immigration Laws" language in any contract it enters into with the successful Vendor. In addition,

this language must be included in any subcontracts that the successful Vendor enters into with its subcontractors.

- 5.19 Confidential Information.** Requests for nondisclosure of confidential information such as trade secrets and other proprietary data must be made known to the City within the submitted Statement of Qualifications. Vendors are instructed to clearly identify any proprietary information that may be submitted with the Statement of Qualifications, and, if feasible, package such information in a separate, sealed envelope labeled “Confidential” or “Proprietary”.

The City is subject to Arizona statutes and City Charter provisions that permit the inspection of public documents. The City cannot insure confidentiality of any portion of submitted SOQ documents in the event a public inspection request is made. However, in accordance with Section R2-188.22(C) of the City’s Procurement Code, the City will examine the portions of the Vendor’s SOQ noted as “Confidential” or “Proprietary”. If a determination to disclose the information is made, the Vendor will be so informed, and the Vendor may seek a Court order to protect the information.

This is the only notification concerning confidential information that will be given to potential Vendors, and this provision should be taken into consideration before submitting a SOQ. After contract award, and unless otherwise instructed by the Vendor, the City will destroy all information identified as confidential or proprietary in accordance with public records retention requirements.

- 5.20 Contracts with Sudan and Iran.** In accordance with A.R.S. §35-391.06 and 35-393.06, by submitting a SOQ, the Vendor certifies that it does not have scrutinized business operations in Sudan or Iran, as defined in A.R.S. §35-391(15) and 35-393(12).

VI. COMPETITIVE FACTORS

- 6 Competitive Factors.** SOQ’s will be evaluated as follows:

- 6.1** SOQ’s will be evaluated in light of City’s vision for the Project as described in and implied by this RFQ, its attachments, and the various other constraints and opportunities affecting this Project.
- 6.2** Point values for different competitive factors have been set to include weighting of the competitive factors. The qualifying SOQ’s with the highest number of points will be selected. No more than 5 SOQ’s will be selected for the short list.
- 6.3** Statements of Qualifications will be ranked according to the following criteria as that criteria is more fully described elsewhere in this RFQ:

- | | |
|---|--------------|
| 6.3.1 <u>Vendor and Team Members</u> | (150 points) |
| 6.3.2 <u>Industry Knowledge</u> | (100 points) |
| 6.3.3 <u>Experience in Fundraising, Programming, Operating and Managing</u> | (250 points) |
| 6.3.4 <u>Identifying Project Issues</u> | (250 points) |

6.3.5 Financial Strength & Viability (200 points)

6.3.6 Local Knowledge (50 points)

VII. SOQ CONTENTS

7 SOQ Contents. In 30 pages or less, excluding a cover letter, resumes, exhibits and dividers (in 10 point font) provide the following items or information, in the order listed:

7.1 Vendor Introduction. Introduce the Vendor and the Vendor's experience, if any, with this type of Project. If the Vendor has no experience, describe how the Vendor believes it is qualified to provide the services required by this RFQ.

7.2 SOQ Detail. Explain your SOQ by providing the information requested in Exhibit "A" attached hereto in the order set out in that exhibit.

Your SOQ is not complete unless you include all items listed in Section 7 above and includes the signed and notarized Statement of Qualifications Affidavit.

Submitted by: _____

Title: _____

Name: (printed): _____

Signature: _____

Address: _____

Telephone: _____

Telefax: _____

Email: _____

Table of Exhibits

Exhibit A	Statement of Qualifications Contents
Exhibit B	Statement of Qualifications Affidavit

**“EXHIBIT “A”
SOQ CONTENTS**

FOR EACH OF THE FOLLOWING CATEGORIES, PROVIDE IN YOUR SOQ A BASIC OVERVIEW OF HOW THE APPLICABLE GOALS STATED IN SECTION IV OF THE RFQ WILL BE ACCOMPLISHED TOGETHER WITH THE INFORMATION REQUESTED BELOW.

1.1. Firm and Staff Qualifications Summary Letter and Reference List. Vendor's SOQ should describe the following key project areas:

- 1.1.1. Organization Name, main office address, local address (if different), office phone, email address and organization web page address.
- 1.1.2. A brief description of the organization's primary business and any other associated business related activity involving the proposed exhibition/museum industry. Include years of operation and the associated professional accreditations associated with your organization.
- 1.1.3. Describe previous experience performing work similar to that identified in this RFQ; include background and outcomes. If the Vendor has no experience, describe how the Vendor believes it is qualified to provide the services required by this RFQ.
- 1.1.4. Reference List - Vendor's submittal should demonstrate previous experience performing work similar to the size and scope identified in this RFQ. Vendor should provide a minimum of 3 recent and/or current, business references for which the Vendor has participated in projects with a similar scope and size to the project referenced herein. References supplied shall not be City of Scottsdale employees. The reference list provided should include a minimum of:
 - A. Organization Name
 - B. Contact Name
 - C. Contact Phone Number
 - D. Contact Email Address
 - E. Project Date
 - F. Project Description and Size
 - G. Ultimate Project Outcome and Results

- 1.1.5 Vendor's SOQ should describe the organizational structure of the Vendor, including management philosophy and a brief history of the Vendor. The SOQ should also provide copies of resumes of the Executive Director/CEO and of all key project personnel (or as may be proposed) attached at the end of the Vendor's submittal. All resumes should include a brief summary of past accomplishments, academic credentials, Professional Certifications, Professional Association Memberships, etc.), if any.
- 1.2. Industry Knowledge-Additional Information.** In narrative form, demonstrate the Vendor's knowledge and experience in this type of non-profit 501(c) (3) fundraising/management industry and your philosophy regarding addressing issues related to this specific Project. Include in the narrative, a description of the Vendor's philosophy in programming the pavilions and exhibits. Identify the Vendor's proposed strategy for phasing the Project from start-up to operation of the facility.
- 1.3 Experience in Fundraising, Programming, Operating and Managing. A Tourism Destination Attraction.** In narrative form, demonstrate the Vendor's knowledge and experience in marketing this type of tourism destination attraction. Identify any prior projects that the Vendor has successfully operated and managed that are similar to the DDC. If none, describe how the Vendor believes it could successfully carry out the requirements of this RFQ. Provide a Promotion Action Plan that describes specific tasks, responsibilities and milestones to accomplish for promoting and developing support for the DDC, including both potential donors and affiliations, Preserve users and the general public.
- 1.4 Organizations Decision-Making Process and Identification of Project Issues.** In narrative form, explain and define the Vendor's decision making process and identification of Project issues.
- 1.5 Financial Strength and Viability.** In narrative form, demonstrate the Vendor's fundraising ability and fiscal management experience and responsibility.
- 1.6 Local Knowledge-Additional Information.** In narrative form, identify the Vendor's familiarity with the City of Scottsdale's local environment, economy, tourism industry, recognition of the Project's relationship with the McDowell Sonoran Preserve, and other local issues pertinent to this Project which enhances your qualifications to successfully facilitate the RFQ, including your organization's local knowledge and your philosophy regarding addressing issues related to this specific project.

EXHIBIT "B"
STATEMENT OF QUALIFICATIONS AFFIDAVIT

STATE OF ARIZONA)
) ss.
CITY OF SCOTTSDALE)

For himself or herself personally, and on behalf of _____ a (the "Vendor"), the person who signs this affidavit covenants, warrants, represents and certifies to the City of Scottsdale ("City") for its reliance all of the following with respect to the Request for Qualifications (the "RFQ"):

1. Vendor has read and understands all of the provisions of the RFQ.
2. Vendor understands that this solicitation is a 2-step process involving this RFQ and if selected, a subsequent Request for Proposal process.
3. Vendor's SOQ fully complies with the RFQ and meets or exceeds the specifications contained in the RFQ.
4. Vendor has received the listed addenda to the RFQ and understands that they are part of the RFQ.

Addendum #_____ Dated:_____, 20__

Addendum #_____ Dated:_____, 20__

Addendum #_____ Dated:_____, 20__

Addendum #_____ Dated:_____, 20__

5. Vendor has submitted all information requested by City and it is true, accurate, and complete.
6. If the SOQ is selected, Vendor will respond to the Request for Proposals and if selected, will immediately enter into negotiations with the City for a Contract.
7. I am and will remain authorized to prepare and submit the SOQ for Vendor, if selected, submit a Proposal in response to the Request for Proposal and execute for Vendor the Contract arising from and related to this RFQ/RFP solicitation, and otherwise represent Vendor in every way relating to this RFQ/RFP solicitation and any resulting Contract.

8. Except as may be expressly explained in the SOQ, the SOQ was made only in the interest of Vendor and not in the interest or behalf of any other person, partnership, company, association, corporation, organization, or entity. The SOQ is genuine and not a sham or collusive.
9. Neither Vendor nor any of Vendor's officers, partners, owners, shareholders, agents, representatives, employees, or parties in interest has in any way done any of the following:
 - 9.1 Colluded, conspired, agreed or otherwise communicated, directly or indirectly, with any person, firm, corporation or other Vendor or potential Vendor in regard to the amount, terms, or conditions of the SOQ. No such communication shall occur prior to the official opening of the SOQ.
 - 9.2 Paid, agreed to pay or been required to pay to anyone directly or indirectly, any money or other valuable consideration for assistance in procuring or attempting to procure the Contract or influence in any way the prices or other contents of the SOQ or the SOQ of any other Vendor. No such money or other reward will be paid.
 - 9.3 Beginning on the date the RFQ was issued, neither recommended nor suggested to City, or any of its officers, agents, representatives or employees, any terms or provisions set forth in the SOQ, except at a meeting open to all interested Vendors, of which proper notice was given.
10. This affidavit shall be effective and deemed repeated and executed anew in its entirety as of the date the SOQ is submitted, as of the date SOQ's are opened, and as of the date the Contract is executed.

Vendor Name Printed

By: _____
Authorized Agent Signature

Authorized Agent Name Printed

Authorized Agent Title Printed

STATE OF ARIZONA)
) ss.
County of Maricopa)

The foregoing instrument was acknowledged before me this ____ day of _____,
2012, by _____ of _____ a
_____.

Notary Public

My Commission Expires:
